

Snohomish County
Quit Line Data Summary
 July 1 - September 30, 2003

	County	State
Number of Calls to Quit Line	N = 225	N = 2,935
Percent of Statewide Calls	9.3%	100.0%
Percent of State Population in County¹	10.3%	100.0%

	County %	State %
Gender	N = 224	N = 2,565
Female	65.2%	63.8%
Male	34.8%	36.2%
Race/Ethnicity	N = 201	N = 2,185
People of Color	12.9%	13.0%
White	87.1%	87.0%
Age	N = 219	N = 2,379
Less than 18 years old	0.5%	1.7%
18 - 24 years old	12.3%	15.7%
25 - 34 years old	21.5%	23.3%
35 - 44 years old	26.5%	26.0%
45 years and older	39.3%	33.2%
Education	N = 212	N = 2,267
Did not graduate high school	22.6%	19.5%
High school graduate	27.8%	33.3%
Some college/vocational school	34.9%	35.3%
College graduate	14.6%	11.9%
Caller Type	N = 225	N = 2,685
General Information	3.1%	10.5%
Health care provider	0.9%	3.2%
Tobacco user	96.0%	86.3%
Payer Type	N = 162	N = 1,774
Insured	28.4%	29.4%
Uninsured	31.5%	30.4%
Medicaid	40.1%	40.2%
Heard About	N = 199	N = 2,220
Past caller	16.1%	14.0%
Employer/worksites	1.0%	1.1%
Health care provider	26.6%	29.8%
Television	10.6%	13.7%
Outdoor advertisement (billboard/bus/wall)	7.0%	4.7%
Targeted mailing	0.0%	0.0%
Great Start	0.0%	0.1%
Radio	3.5%	1.1%
Newspaper/Magazine	1.0%	0.5%
Brochure/Newsletter	4.5%	5.6%
Family or friend	25.1%	24.7%
Health Department	4.5%	4.1%
School	0.0%	0.6%